

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 01755 091341Z

41

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

/025 W

----- 056153

R 091306Z MAR 76

FM AMEMBASSY JIDDA

TO AMEMBASSY SINGAPORE

INFO SECSTATE WASHDC 3983

UNCLAS JIDDA 1755

E.O. 11652: N/A

TAGS: BBSR, SN, SA

SUBJECT: REQUEST FOR OBRS AND GENERAL ECONOMIC DATA

1. THERE ARE 13 LOCAL PUBLICATIONS, 5 MONTHLY, 1 WEEKLY AND 7 DAILY, CARRYING ADVERTISING HERE. THE WEEKLY AND ONE DAILY USE ENGLISH. REMAINDER ALL USE ARABIC EXCLUSIVELY. THERE IS NO RADIO-TV ADVERTISING. ONLY THREE ADVERTISING AGENCIES AS SUCH EXIST. PUBLICATIONS FROM BEIRUT SERVE MARKET HEAVILY, ESPECIALLY ECONOMIC AND COMMERCIAL REVIEWS. CHAMBERS OF COMMERCE PUBLICATIONS ALSO HEAVILY USED AS AD CHANNELS.

2. ADVERTISING FIRMS MUST BE SAUDI OWNED IN MAJORITY. FOREIGN FIRMS CANNOT OPERATE WITHIN SAUDI ARABIA INDEPENDENTLY. BEIRUT HAS BEEN BASE OF FOREIGN ADVERTISING FIRMS FOR REGIONAL OPERATIONS.

3. OBRS SHOULD BE OBTAINED FROM CAGNE/USDOC AS WELL AS TRENDS REPORTS, ETC.
PORTER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976JIDDA01755
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760089-0004
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760381/aaaactfg.tel
Line Count: 48
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 30 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 AUG 2004 by meiwc>; APPROVED <09 DEC 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
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04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: REQUEST FOR OBRS AND GENERAL ECONOMIC DATA
TAGS: BBSR, SN, SA
To: COM
SINGAPORE
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